

"Too Hot To Handle" Opens Loew's Toronto, To Packed Houses

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 27

TORONTO 2, CANADA

October 22nd, 1938



LISTEN...

(Inside Cover)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



KEEP YOUR EAR TO THE GROUND!

The whole industry is asking: "Can M-G-M keep delivering one 'A' picture after another as it has been doing since the start of the season?" Here's the happy answer—keep your ear to the ground and look over the M-G-M releases so far:

- "A"—MARIE ANTOINETTE** (*Shearer, Power, a sensational triumph everywhere*)
- "A"—THREE LOVES HAS NANCY** (*America flocking to Bob Montgomery, Janet Gaynor, Franchot Tone comedy*)
- "A"—BOYS TOWN** (*The year's smash with Tracy grand and Rooney your new money star*)
- "A"—TOO HOT TO HANDLE** (*Gable and Loy! What a pair! "Test Pilot" records go bye-bye!*)
- "A"—VACATION FROM LOVE** (*Dennis O'Keefe, Florence Rice a new team for the fans. It's a riot!*)
- "A"—STABLEMATES** (*Beery, Rooney in laughs and tears! Mickey has captured America!*)
- "A"—YOUNG DR. KILDARE** (*Just previewed! And what a drama! M-G-M's new series idea will equal the "Hardy Family." Lew Ayres and Lionel Barrymore great!*)

And here are some that follow, one "A" picture after another from now to December, almost all of them completed and previewed:

JUDY GARLAND, FREDDIE BARTHOLOMEW in "LISTEN DARLING" • LUISE RAINER, FERNAND GRAVET, MILIZA KORJUS, "GREAT WALTZ" • ROBERT DONAT, ROSALIND RUSSELL in "THE CITADEL" • JEANETTE MacDONALD, NELSON EDDY in "SWEETHEARTS" (Technicolor) • MICKEY ROONEY, LEWIS STONE, etc. in "OUT WEST WITH THE HARDYS" • LEW AYRES, MAUREEN O'SULLIVAN in "SPRING DANCE" • JOAN CRAWFORD, MARGARET SULLAVAN, ROBERT YOUNG, MELVYN DOUGLAS in "THE SHINING HOUR" • LUISE RAINER in "DRAMATIC SCHOOL", etc.

The industry's new slogan is: "It's Metro-Goldwyn-Mayer's Grade 'A' Year!"

The "A" Company
METRO-GOLDWYN-MAYER



Canadian Moving Picture DIGEST

Established
1915

Publication: Weekly
Subscription: \$2.00 yearly

JAMES LEWIS SMITH
Associate Editor

Digest International Press
Film Service
syndicating 500 leading
newspapers in Canada.
U.S.A. and Great Britain.

RAY LEWIS
Editor and Publisher

THE LITTLE PAPER WITH THE BIG IDEAS
Easy to Digest

Published by
Canadian Moving Picture
Digest Company, Limited
259 Spadina Ave., Toronto
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THE ROYAL VISIT



IT is now certain that Their Majesties, King George VI and Queen Elizabeth will visit Canada early this summer; and that Their Majesties will, also, be the guest of the President of the

United States on the occasion of their visit to America.

The royal visit will establish a precedent, in that it will be the first time in the history of England, that a reigning King and Queen have visited Canada, or the United States.

The purpose of the royal visit is to draw Canada closer to the Mother Country; and to make more concrete that loyalty which couples the service of King and Country.

The friendliness of the United States, and the fact that there is a blood-tie, as between England and the United States, is in all probability one of the reasons for the arranged royal visit to that country, but traditions of the past are not the only factor involved. Traditions of civilization, so dependent on a union of the English-speaking nations of the world, is sufficient inspiration for a royal visit.

There is no doubt, but that the United States is one of the Big Powers in our world of nations; but more important is this fact, that its bigness is not only measured geographically, or strategically, but is weighed in that balance which measures the worth of nations as this worth contributes to the humanities of a progressive civilization.

We still feel, that had the United States supported President Wilson's idea of a League of Nations, we would have had a different history to write concerning Ethiopia, Spain, China; and that the Munich Pirate Pact would never have been forced on a world of nations, which prides

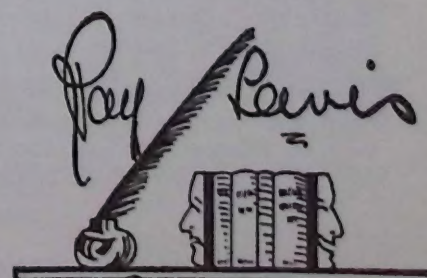
itself on its Christian Democracy.

Affiliations bring with them responsibilities. Trade pacts do not always bring business and profits, they oftentimes bring with them the necessity of defending the service of such pacts, but as long as nations find it necessary to buy what they are in need of, to sell what they have an over-supply of, there will be trade treaties, or pacts as between nations, just as there are contracts between individuals engaged in trade.

We have observed, that in trade treaties, as between nations, that in the arrangement of loans through which enterprises within certain territories are developed, the trade, or loan agreements are in the nature of subsidies to cement international friendships, by way of a future insurance against a possible Enemy. Royal visits are oftentimes royal investments.

Observing the Dictatorship growth in European countries, under which form of government the individual becomes mummified, atrophied and ossified, observing, also, the alliances of such countries, it becomes imperative, that the countries which still believe in Democracy and the rights of the individual, won for him through Eons of Rivers of Blood, that these, too, should unite for strength.

Perhaps, Destiny has starred the heavens with the Democracy of the American Continent, has separated this continent from Europe by the Atlantic Ocean, that we of the American Continent may indeed be the means of making the whole world Safe for Democracy. It is a Destiny which makes the business of being born great, and the Service of Living, greater.



RAY



RAY LEWIS

PRESENTS

I DID not expect that my prophecy in respect to Italy would be so speedily fulfilled. I have no satisfaction in being right; I sincerely wish that I had guessed wrong, and that the Industry of Motion Pictures would still be doing business in Italy in accordance with the Democratic ideas of Trade and Commerce.

Italy is such an interesting country, the people are kindly, they have a sense of religious values. They have, in the midst of a modern dictatorship and Fascist rule, protected and preserved a Monarchy.

There is something paradoxical about this form of a Government, just as there is about the sunny, happy-go-lucky spirit of the Italians, in relationship to their militarized government. The two spirits can never be mates, nor be mated; one must conquer the other, and it is my belief that the Sunny Spirit, the spirit which worships the family life, its preservation which symbolizes the worship of the Maternal through its multiplicity of shrines to the Madonna and Child, that this spirit will beat Italy's sword into a ploughshare.

THE Fascist system apes the Nazi system, therefore one is as bad as the other. Perhaps, the Fascist system is more dangerous for Democracies, for it starts out wrapped in a benevolent cloak, it emphasizes that it is for law and order, for a government in which there are no profiteers, or profiteering, whereas, the Nazi system immediately paints a bloody Swastika upon your forehead, and the lintels of your door, marking you and your household for death.

If there is any advantage in knowing what is coming to you, the Nazi system has that advantage to offer. It thinks no more of tossing a praying priest out of a window than of plucking out the beard of a praying Jew.

Now that these two systems have settled Czechoslovakia and furnished our News Reels with a story which shall be written into the history of the world, we may now turn our cameras upon the Holy Land, where these systems have been at work, stirring up race and creed hatreds between a people who lived in friendliness five thousand years ago.

Perhaps, our news reels might reveal to the Arabs that they are Semites, the direct descendants of Ishmael, son of Abraham, the first Hebrew, and father of the Hebrews.

IN view of the Anti-Semitic laws under Nazi and Fascist rule, what could the Semitic Arabs expect from these two "isms"?

What could the Holy Land expect from Dictators who publicly declare, "It is not a case of Hitler or Christ, it can only be Hitler".

Under Nazi rule, or Nazi alliance, we may expect that the places sacred to the believers of the Old and New Testaments would receive the same treatment as did religious works, books of art, science, literature, at the hands of the Nazis.

But to return to Italy, I believe that the Motion Picture Industry may be able to make a new agreement with Italy which shall be amiable and profitable, because, after all, The Duce is curable, his attitude at the present time has been brought on through the bite of a mad dog, a bitch which has given him hydrophobia.

AS for the International Film Festival, that is quite another story. If the British and American Film Industry will give me their best pictures, to show at a theatre for one month, and give me these pictures free of charge, in Canada, I'll decorate them with ribbons of red, white and blue, studded with stars; and I will get them a solid gold cup right from Canada's world-famous gold mines.

The prestige, if that is what the Film Industry is looking for, can, also, be arranged. We have titles, and a nobility, government officials who can be persuaded to grace the occasion; but I am of the opinion, that the prestige which comes through winning The Grand Award is not one which concerns itself with a reward for Merit solely, but as a means of securing results, the results, Trade.

The trade of the British Empire is, without the necessity of my mentioning it, of much more value than the trade of Italy, or the entire Foreign market.

The preservation of this British Trade is the chief concern of the American and British Film Industries; and incidentally, the markets of the British Empire and the United States are what the Foreign nations are after.



Roxy, N.Y. Goes Over The Top With \$65,000 For 1st Week, "Suez"

ROYALTY ATTENDS PREMIERE "SIXTY GLORIOUS YEARS"

Ned E. Depinet
RKO Radio Pictures
New York City

SIXTY GLORIOUS YEARS opened last night to most brilliant audience history motion pictures stop It could be called **ONE HUNDRED GLORIOUS MINUTES** stop Gala opening was sponsored by Queen Mary, Duke of Kent and other members Royal family stop Their attendance and their interest in picture plus the wild enthusiasm of a packed house at the Odeon Theatre definitely sets this picture as one of our great pictures this season stop Everyone in industry admit best picture ever made England stop Newspaper and trade paper reviews sound like they were written by McCormick and Banberger the greatest press I have ever seen stop This morning crowds lined up for blocks trying to buy tickets stop Picture has replaced the recent crisis as topic of conversation stop In other words Ned I like the picture

PHIL REISMAN

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

AFTER being absent from the courtroom for twenty-five minutes, a jury of the Nova Scotia Supreme Court acquitted A. J. Mason of Springhill, Nova Scotia, of a charge of manslaughter.

The charge arose from a motor accident in which Nathan Stiles, Upper Napan, was killed, and at a preliminary trial Mr. Mason was committed to stand trial for manslaughter.

A. J. Mason who is owner and manager of the New Strand Theatre at Springhill, N.S., is President of the N.S. Baseball Association, a former Vice-President of the Maritime Provinces Branch of the Amateur Athletic Union of Canada, and President of the Nova Scotia Exhibitors Association.

The accident occurred when Mason's car crashed into three young men riding bicycles. One man was killed, another seriously injured, and is still in the hospital as a result, while the third boy was able to pass the car. Mr. Mason testified in his own defence, but was represented by J. Gordon Fogo, K.C. of Halifax. Mr. Justice Doull of Halifax presided at the sitting of the Supreme Court.

DARTMOUTH, N.S.

THE new Mayfair Theatre, Franklin & Herschorn Theatre Co. Ltd., is expected to open in Dartmouth about October 21st. This theatre has a seating capacity of 750, will be open six days per week with daily matinees and two changes in programme weekly. Dartmouth has a population of 10,000.

CHESTER, N.S.

MESSRS. Kenneth R. Corkum and Eric Redden are planning to open the Kenerik Theatre at Chester, N.S. They formerly operated a theatre at Hubbard's, N.S., with the same name, made up of the Christian names of the two owners. The Chester "Kenerik"

will have a seating capacity of 170 seats, and will be open only two days a week in the winter months, four and six days in the summer season, as Chester is a favorite place for tourists and summer residents. The place has a population of about 1,000.

HALIFAX, N.S.

FOR the first time in the history of the Garrick Theatre at Halifax, N.S., a feature was held over and played for four days. Due to the extraordinary popularity of "Judge Hardy's Children", the film was kept from Wednesday and Thursday to finish out Friday and Saturday.

"Marie Antoinette" showed a full week at the Capitol Theatre, Halifax, to excellent business.

"Alexander's Ragtime Band" could have been seen at the Halifax theatres by many people, as this splendid attraction showed for twenty-three days in that city.

REMODELLING THEATRE

Toronto, Ont.—The former Liberty Theatre, now known as the La Salle, owned by Max Starkman, is being completely reconstructed by Kaplan and Sprachman, architects at an estimated cost of \$30,000. When completed, the La Salle will have a seating capacity of 700, and will be equipped with new air conditioning system, indirect interior lighting and new sound and projection equipment.

HOUSE READY NOV. 1

Vancouver, B.C. — Providing the present rate of progress is maintained in construction of the combination Bay Theatre and business block being erected on the northwest corner of Denman and Barclay Streets, the structure will be opened on November 1st. Upon completion, the building equipped, will represent an outlay of approximately \$70,000.

**Stop ! Look !
Listen !**

Arturo Toscanini returns to America; refuses reported film offers . . . Visit of Jack L. Warner to England, ostensibly to open new Warner Theatre in London, arouses rumours that Warners will start building a theatre chain in England . . . Joseph Lhevinne, world-famous pianist gives concert, Eaton's Auditorium, Toronto . . . Sir Cedric Hardwicke, distinguished British actor, turns over cheque received from CBC for radio appearance in "Merchant of Venice" to Hospital for Crippled Children . . . Loew's 1938 profit estimated at \$10,250,000, equal to approximately \$6 per share . . . Industry celebrates 50th anniversary next year . . . Report J. B. Priestley, British author and playwright, receives more royalties than any other living author; had four plays running at same time in London recently . . . Toronto Symphony Orchestra opens Winter Season, Tuesday, October 25th, Sir Ernest MacMillan conducting, Harold Bauer, pianist, guest artist . . . Sidney Toler succeeds late Warner Oland as "Charlie Chan" in 20th Century-Fox series . . . Rouben Mamoulian signs with Columbia to direct film version of Clifford Odets' "Golden Boy" . . . Paul Muni, Bette Davis, Brian Aherne, John Garfield, Claude Rains and Donald Crisp head cast for Warner Bros. epic, "Juarez", slated to start production November 7, William Dieterle directing . . . Report Film Department, Federation British Industries, disbanding due to lack of support from Industry . . . Report King George VI and Queen Elizabeth will definitely visit U.S.A. on Canadian tour next year; will attend New York World's Fair with President and Mrs. Roosevelt . . . Parisian music hall songstress, Paulette Goddard, arrives Montreal for radio program sponsored by Buckingham Cigarettes . . . Mordkin Ballet plays Massey Music Hall, Toronto . . . Bingo officials in York Township visit Police Commission for official interpretation of Criminal Code law on Bingo; Township reeve states that if officials abide by law, no harm will come to them, but if they over-step boundaries, they must accept consequences; indications are that law is very elastic in regard to chance games such as Bingo .

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As New Skating Partner**

**PROUDLY UNITED ARTISTS
Presents ITS FIRST ALEXANDER**



**ALEXANDER KORDA'S GREAT
TECHNICOLOR PRODUCTION**

Digest Reviews and Previews

William Keighley's direction is tops, and the photography and sound excellent. The film lends itself happily to a host of exploitation angles. Go to town on this one, and you'll be "happy about the whole thing".

Running time—90 minutes.

SHORT SUBJECTS

"HOW TO READ"

METRO-GOLDWYN-MAYER

A BOB BENCHLEY short, with the professor explaining the finer points of reading. Among the common reading spots the professor discusses are bed, clubrooms, dentists' offices, the subway, and aloud at home. Each effort appears to end in disaster, proving that the best way to read a book, is not to.

Running time—9 minutes.

"PORKY IN WACKYLAND"

VITAPHONE

A COMPLETELY screwy Looney Tune cartoon, with Porky Pig setting out to hunt for the last of the Dodo Birds. He finds the bird, but all he gets for his efforts is "the bird", and I don't mean the Dodo. If your patrons like them without rhyme or reason, this is their dish.

Running time—1 reel.

"BEAUX AND ERRORS"

RKO RADIO

A FIRST rate Edgar Kennedy comedy, with Edgar, annoyed by his wife's remarks re his increasing girth, hatching a plan to stop her criticism. The plan, of course, backfires, and Edgar is once more in hot water.

Running time—18 minutes.

"NIGHT INTRUDER"

VITAPHONE

A FLOYD GIBBONS "True Adventures" short, telling the story of a woman who was forced to continue her bridge game with three friends, although she knew that there was a burglar upstairs in her home, with her aged mother asleep in one of the upstairs rooms. Quite exciting.

Running time—14 minutes.

"THE MAN ON THE ROCK"

METRO-GOLDWYN-MAYER

LATEST of Metro's "Historical Mystery" series, this subject deals with the question whether it was actually Napoleon Bonaparte who died on St. Helena Island, or his double. Story is presented in such a way, that it really gives you something to think and talk about, and apparently is based to a certain degree on fact. Very interesting.

Running time—11 minutes.

"HERMIT KINGDOM"

VITAPHONE

AN interesting travelogue through Siam, country of magnificent Buddhist temples. The architecture and construction of some of the temples shown will bring gasps of astonishment from those of your audiences who think that the modern skyscrapers are the result of modern advancement in construction. Well worth booking, if only for a glimpse of the temples.

Running time—1 reel.

PERSONAL MUSINGS

AT a general meeting recently of the AITA of Ontario, N. A. Taylor, vice-president of the organization, was authorized to urge the conciliation committee of the Toronto Board of Trade film section to call an early meeting for the purpose of dealing with questions of contracts, clearance, and score charges.

Congratulations to Gilbert Smith, booker with B. & F. Theatres, Toronto. It's a baby girl, 9 pounds, 14 ounces. Whew!

Rumours have it that Katharine Hepburn and Howard Hughes will be in Toronto in a week or so. Incognito, of course.

Another distinguished visitor, whom we hear is soon to visit friends in Toronto, is Mrs. Irving Berlin, wife of the famous song-writer.

Toronto theatre fans are hailing George Abbott's "What A Life", currently playing the Royal Alexandra Theatre here, as another "Brother Rat".

A compromise has been reached between N. L. Nathanson and the United Artists Corp. in regard to the Korda production of "Drums". Mr. Nathanson was suing the distributing company on the ground that "Drums" should be released in Canada by Regal Films, in accordance with the contract for the Korda films, which expired this year. The compromise arrived at finds the film released by United Artists in Canada, but playing the Famous circuit. United Artists on all other pictures are selling away from the circuit.

W. E. Bain has been appointed successor to Clement Say, former secretary and treasurer of Northern Electric Co., Ltd., who resigned recently.

W. J. Singleton, of the sales department, Associated Screen News, Montreal, was in Toronto this week.

Joe Pasternak, producer of the Deanna Durbin pictures, was in Toronto recently visiting a sister. His arrival coincided with the opening at the Imperial Theatre here of Deanna's latest picture, "That Certain Age". Mr. Pasternak was tendered a luncheon by Empire-Universal at the Royal York Hotel.

"Say I."

Ralph Lund of Barret McCormick's advertising staff of RKO Radio passed away Monday evening at the U.S. Veteran's Hospital in the Bronx after an illness of several weeks due to a spinal infection. Lund was well known in the industry since 1925, when he joined Universal. He was prominent in AMPA affairs for many years and served one term as secretary. Surviving are his widow, Mrs. Ruth Lund, his parents and three brothers.



Scenes from Warner Bros.' hit adaptation of the George Abbott production, "Brother Rat", starring Wayne Morris and Priscilla Lane.

Washington Film Digest

By MILTON F. LUNCH

SUPREME COURT UPHOLDS LOWER COURTS' DECISIONS IN PERLEMAN DOUBLE-BILL CASE

Washington, D.C., Oct. 20—(CTP)

PROHIBITION of contracts including clauses barring the showing of double-features, was upheld this week by the Supreme Court of the United States, even though the court did not rule on that problem directly.

Occasion for the decision was the well-known Perleman duals case, originating in Philadelphia. The High Court refused to review the case, thus upholding the District Court decision against the major distributors. No reason was given for the decision — as per Court custom — but the case was merely listed among those in which "petition for writ of certiorari denied". Those appealing the case from the lower court included Vitagraph, Inc., R K O Distributing Corporation, Metro-Goldwyn-Mayer Distributing Corporation, Fox Films Corporation, and United Artists Corporation. The name of the case was taken from the respondents — Louis and Harry Perleman, Philadelphia exhibitors.

The major distributing companies were charged with violation of Sections 1 and 2 of the Sherman Act, and Section 3 of the Clayton Act, by conspiring to restrain interstate commerce in motion picture films through inserting in their contracts as distributors with exhibitors, provisions whereby exhibitors agreed not to show another full length feature film on the same program with the majors' feature length films.

The District Court in Philadelphia found that a conspiracy in restraint of trade existed, that it was in violation of Section 1 of the Sherman Act and Section 3 of the Clayton Act, and entered a decree enjoining distributors from continuing or carrying into further effect the double feature clause. The Circuit Court of Appeals affirmed the decision of the District Court to the extent that it found that the petitioners had violated Section 1 of the Sherman Act. Although the Circuit Court did not determine the question of violation of Section 3 of the Clayton

Act, it affirmed in entirety the decree of the District Court.

The Distributing companies contended before the Supreme Court that the lower court erred in affirming the decree of the District Court, but by its failure to hear the case the Supreme Court upheld the lower court decision.

HEAR ASCAP CASES

IN rendering decisions on the many other cases before it, the Supreme Court noted "probable jurisdiction" in both the Florida and Washington ASCAP cases. In the Washington case — Buck vs. Gallagher — the case was assigned for argument immediately following No. 276 — The Florida case. The Court denied the motion of the State's Attorney of Florida to vacate the decree and direct dismissal of the bill of complaint. The motion of the State of Florida to substitute George Couper Gibbs, individually and as Attorney General of the State of Florida in place of Cary D. Landis, deceased, was granted.

Probable jurisdiction was also noted in the Interstate Circuit vs. United States anti-trust suit — known as the Dallas case — which was sent back to the lower court last term after being heard by the Supreme Court. This case also involves double-feature restrictions as well as minimum admission prices restrictions. Although the High Court has heard the case before, it will be re-argued.

The Court noted probable jurisdiction in the case of Ernest K. James, Acting Tax Commissioner of West Virginia, against United Artists Corporation on a tax case. United Artists was granted an injunction by the District Court to halt payments of business and occupation taxes to West Virginia, which the state claims is due it because United Artists is engaged in business there. West Virginia is appealing from the decision granting the injunction.

Petitions for a writ of certiorari was denied in the Douglas Fairbanks vs. United States tax case.

LEGION OF DECENCY MOTION PICTURE REPORT

NEARLY 60 percent of the American and foreign-made motion pictures reviewed by the National League of Decency for the last 12 months have been "unobjectionable for general patronage", it was stated this week by the Episcopal Committee on Motion Pictures, in a report to The National Catholic Welfare Conference.

The report said that 7 out of 580 pictures reviewed were condemned, 32 were found objectionable in part and 194 were ruled unobjectionable for adults.

The report gives separate classification to such films as "Blockade" and "Birth of a Baby". Regarding "Blockade" it is stated that "many persons will regard this pictures as containing foreign political propaganda in favor of one side in the present unfortunate struggle in Spain". However, the picture is not placed on the condemned list.

"Birth of a Baby" was termed "unsuitable as entertainment for general theatrical exhibition".

The report urges that Catholics understand the power and importance of films as a great medium of expression, and appeals for "critics" rather than "mere passive film patrons". Those having sufficient talent should "try to make a contribution to the films by way of technique, art, dramatics or the pen", it is stated.

THEATRE MANAGER FINED

London, Ont. — Lloyd M. Mills, manager of the Centre Theatre, was fined \$50 and costs by City Magistrate Menzies recently, because the aisles of his theatre were obstructed by children sitting in them. A second charge of not having an emergency light leading to an exit burning, was withdrawn. A. H. Gray, assistant inspector of theatres for Ontario, told the court that when he visited the theatre during a Saturday matinee he found 36 children sitting in one aisle, and 40 or 42 in another. Mr. Mills pleaded guilty to the charge, but added that he did not know the condition existed.

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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

"The Sisters", Bette Davis - Errol Flynn, Tremendous \$45,000, 1st Week, Strand, N.Y.

Johnny Cohn
"Premium
Man"
Tells Why
Exhibitors
"Giveaway"



Exhibitors!
Are You For
Or 'Agin'
"Giveaways"
Write The
Digest!

By MERRYL LEA

WE have been publishing opinions on the "giveaway" question from Exhibitors who realize the vital importance of this problem, this week we publish a letter which we received from Mr. Johnny Cohn of Canadian Premium Distributors, one of the several premium distributors in Canada, with offices at Toronto, Winnipeg and Montreal. Mr. Cohn presents the other side of the story, the story to "sell" exhibitors on the "giveaway".

"Dear Miss Lewis:

"Since I am one of several distributors of dinnerware to the theatres, I am somewhat amazed at the remarks made by some Toronto exhibitors in the last issue of your paper.

"To begin with, let us take the case of Mr. Ben Borlak of the Paradise Theatre Toronto. Mr. Borlak recently re-modelled his theatre at a cost of some \$40,000.00. To my knowledge, nobody on Bloor St. was giving out dinnerware and although Mr. Borlak had extensive alterations made, he contacted us immediately for a set of dinnerware. Mr. Borlak told us that regardless of the pictures he played, he found that the dinnerware deals showed him a profit and in fact he stated that without dinnerware he might as well close his doors. Mr. Borlak was not forced, as he says he was, to put on a dinnerware deal due to his competitors doing so, but took the lead to do so himself.

Note—Mr. Ben Borlak at no time said that he was forced to use premiums, as asserted above.

"As far as Mr. Lester of the Bonita Theatre is concerned, we understand Mr. Lester has always enjoyed good business at his theatre. However, simply because a couple of exhibitors in Mr. Lester's zone, who are not doing as well as Mr. Lester, saw fit to try and bolster their business by means of giveaways of dinnerware, is surely no reason for Mr. Lester to ape the other exhibitors.

"As far as I can size up the situation, there are exhibitors who are doing a nice business but they simply cannot bear to see somebody, not quite as fortunate as themselves, using

something to 'pep up' their business.

"We would further cite the case of Mr. George Ganetakos of the United Amusement Corporation in Montreal. Mr. Ganetakos put on our 'ARISTOCRAT' Dinnerware Deal in a number of his theatres and ran it for 69 weeks. Apparently Mr. Ganetakos must have made money because he followed right in with another dinnerware deal when the 'ARISTOCRAT' Deal was completed. Mr. Ganetakos, by the way, was not forced to give out dinnerware by any of his competitors. Mr. Ganetakos told the writer that he made plenty of money on our 'ARISTOCRAT' Dinnerware Deal and for that reason he was going into a second dinnerware deal. It should be further realized that Mr. Ganetakos certainly has tremendous advantages when it comes to getting good product, as he is affiliated with Famous Players Canadian Corporation. He uses dinnerware deals because they make money for him.

"So far as we can see, giveaways will always be necessary in some theatres for the following reasons:

"1. There are not enough big pictures made to get good business for the small independent for 52 weeks of the year.

"2. On the few big pictures that are made, the big circuits 'pump these pictures dry' by giving them extended playing time. By the time these pictures reach the small independents, there is little business left for them.

"3. The big circuits forbid the Distributors from selling the independent for months so that the small independent cannot cash in on the mouth-to-mouth advertising and the newspaper advertising that has taken place.

"We note with some degree of amusement remarks of exhibitors that if other exhibitors were really showmen, they would not have to use dinnerware. Under the above conditions it would take a miracle man to make money out of pictures after they have had extended playing time with the big circuits and their subsidiaries.

"We have had many cases where small independent theatres have told us that if it were not for dinnerware, they would have been out of business a long time ago.

"In conclusion, we believe that if exhibitors would attend to their own business and run their business without being influenced by what the other fellow thinks or does, they would be far better off. After all, just as water seeks its own level, so an exhibitor does only what he has to do in order to do the business he should rightfully do.

"If, as some exhibitors explained, they are forced to give out premiums because their competitors do so, how do they account for the fact that a great many exhibitors that are operating theatres in towns without opposition are giving out dinnerware, and have done so for the past 7 years? The reason is obvious. These exhibitors are no fools; they keep records and have found that a good dinnerware deal tends to bring in people week in and week out despite weather conditions and despite the many poor pictures they have to play.

"Knowing, as I do, your record for fair play, I know that you will publish this letter, so that the 'other side' of the story can be heard.

Yours very truly,
 Canadian Premium Distributors,
 (Signed) JOHNNY COHN."

EXHIBITORS, what do you think of the premium habit? Do you use them, if so — why so? If not — why not? Do you "giveaway" because of last-run trouble? Do you "giveaway" because your competitors do? Do you "giveaway" because you are told it is an easy way of bolstering box-office returns with the least effort on your part? Do you "giveaway" because planning advertising, exploitation and local tie-ups demand effort on the part of Showmen?

Write the Digest what you think — show your Independent Spirit! Let's all find out why we "giveaway" our profits!

Shooting the Stars

FANNY BRICE, creator of "Baby Snooks", will discard her famous child character to play the part of a dictator of feminine fashions in "A NEW YORK CINDERELLA", which will co-star SPENCER TRACY and HEDY LAMARR; JOSEF VON STERNBERG will direct the film for METRO-GOLDWYN-MAYER . . . EDDIE ALBERT, who critics are agreed stole the picture "BROTHER RAT" from his fellow players, has been rewarded with a long-term contract by WARNER BROS., to become effective immediately after Albert finishes his commitment with George Abbott, stage producer, in one more play . . . EDWARD SMALL announced this week that he has purchased the screen rights to Howard Spring's international best-seller, "MY SON, MY SON", which he will produce for UNITED ARTISTS release this season . . . VICTOR McLAGLEN, completing his role in RKO RADIO'S "GUNGA DIN", immediately started work in "PACIFIC LINER", in which he is starred by the same studio . . . JOSEPH SCHILDKRAUT, LIONEL ATWILL and JOHN KING have been added to the cast of 20TH CENTURY-FOX'S "THE THREE MUSKETEERS", starring the RITZ BROTHERS, with DON AMECHE and GLORIA STUART as the romantic leads . . . WARREN WILLIAM last week was placed under extended term contract by COLUMBIA, on a basis of two pictures annually; his

first assignment will be entitled "LONE WOLFE'S DAUGHTER", which will shortly be placed in production . . . GENEVIEVE TOBIN, who recently eloped with Director William Keighley, resumes her screen work in "DRAMATIC



Barbara Stanwyck, co-starred with Henry Fonda, in RKO Radio's "The Mad Miss Manton".

SCHOOL", with LUISE RAINER and PAULETTE GODDARD at M-G-M . . . KATHARINE ALEXANDER has been signed by RKO RADIO to play the feminine lead opposite JOHN BARRYMORE in "THE GREAT MAN VOTES", in which PETER HOLDEN, 7-year old New York stage star, will make his screen debut . . . "THE FIRST CO-ED", an original screenplay by Mary McCall, Jr., and Stanley Rauh, has been purchased by SAMUEL GOLDWYN as a starring vehicle for ANDREA LEEDS and JOEL MCCREA; film will be released through U.A. . . "UP THE RIVER" will be the release title of the 20TH CENTURY-FOX picture which went into production under the tentative title, "HARD TO GET"; TONY MARTIN, PHYLLIS BROOKS, PRESTON FOSTER and ARTHUR TREACHER head the cast . . . WARNER BROS. have decided to star ERROL FLYNN in "DODGE CITY", according to latest reports; Flynn was discharged from the hospital early last week after an attack of flu, will have a resting period before the picture goes into production; OLIVIA DE HAVILLAND and HENRY O'NEILL have been assigned to the other leading roles . . . "TRAIL OF THE TUMBLEWOOD", is the title of a new western drama COLUMBIA will start shooting this week under SAM NELSON'S direction; CHARLES STARRETT is starred, with IRIS MEREDITH his leading lady.

Trans - Canada Showings

TORONTO

BLOORDALE

"Algiers" (Wanger - U.A.), starring Charles Boyer with Hedy Lamarr.

IMPERIAL

2nd week. "That Certain Age" (Universal), starring Deanna Durbin, with Melvyn Douglas and Jackie Cooper.

LOEW'S

2nd week. "Boys Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

SHEA'S

"Breaking the Ice" (RKO Radio), starring Bobby Breen, and "City Streets" (Columbia), with Edith Fellows and Leo Carrillo.

UPTOWN

"You Can't Take It With You" (Columbia), starring Jean Arthur, James Stewart, Lionel Barrymore and Edward Arnold.

MONTREAL

CAPITOL

"My Lucky Star" (20th Century-Fox), starring Sonja Henie and Richard Greene, and "Speed to Burn" (20th Century-Fox), with Michael Whalen.

LOEW'S

"Sky Giant" (RKO Radio), starring Richard Dix and Chester Morris. Also stage show.

ORPHEUM

"There Goes My Heart" (Hal Roach-U.A.), starring Fredric March and Virginia Bruce.

PALACE

"That Certain Age" (Universal), starring Deanna Durbin, with Melvyn Douglas and Jackie Cooper.

PRINCESS

2nd week. "I Am The Law" (Columbia), starring Edward G. Robinson, and "City Streets" (Columbia), with Edith Fellows and Leo Carrillo.

SAINT JOHN

CAPITOL

"Boys Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

EMPIRE

"Nothing Sacred" (Selznick - U.A.), starring Carole Lombard and Fredric March, and "Who Killed Gail Preston?" (Columbia), with Don Terry.

MAYFAIR

"Campus Confessions" (Paramount), with Betty Grable, and "King of Alcatraz" (Paramount), with Lloyd Nolan and Gail Patrick.

REGENT

"Merrily We Live" (M-G-M), starring Constance Bennett and Brian Aherne, and "Hunted Men" (Paramount), with Lloyd Nolan.

STRAND

Return engagement. "Adventures of Robin Hood" (Warners), starring Errol Flynn and Olivia de Havilland.

WINNIPEG

BEACON

"Vivacious Lady" (RKO Radio), starring Ginger Rogers and James Stewart, and "Danger Patrol" (RKO Radio), with Sally Eilers. Also stage show.

CAPITOL

"Boys Town" (M-G-M), starring Spencer Tracy and Mickey Rooney.

GARRICK

2nd week. "Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson and Claire Trevor.

LYCEUM

"The Gladiator" (Columbia), starring Joe E. Brown, and "Reformatory" (Columbia), starring Jack Holt.

RIO

"We're Going To Be Rich" (20th Century-Fox), starring Gracie Fields and Victor McLaglen, and "The Painted Desert" (RKO Radio), starring George O'Brien.

CALGARY

ISIS

"Stage Door" (RKO Radio), starring Katharine Hepburn, Ginger Rogers and Adolphe Menjou, and "Daughter of Shanghai" (Paramount), with Anna May Wong.

PALACE

"Valley of the Giants" (Warners), starring Wayne Morris and Claire Trevor.

PLAZA

"Hurricane" (Goldwyn - U.A.), starring Dorothy Lamour and Jon Hall, and "One Mile From Heaven" (20th Century-Fox), with Claire Trevor.

STRAND

"Damaged Goods" (G-N), and "International Crime" (G-N), with Rod La Rocque.

VARIETY

"Woman Against Woman" (M-G-M), starring Herbert Marshall and Virginia Bruce, and "Fast Company" (M-G-M), starring Melvyn Douglas and Florence Rice.

VANCOUVER

BEACON

"Reformatory" (Columbia), starring Jack Holt, and "A Desperate Adventure" (Republic), starring Ramon Novarro. Also stage show.

CAPITOL

"You Can't Take It With You" (Columbia), starring Jean Arthur, James Stewart, Lionel Barrymore and Edward Arnold.

ORPHEUM

"Four's A Crowd" (Warners), starring Errol Flynn, Rosalind Russell, Olivia de Havilland, Patric Knowles, and "Always in Trouble" (20th Century-Fox), starring Jane Withers.

PLAZA

"Damsel in Distress" (RKO Radio), starring Fred Astaire, George Burns and Gracie Allen, and "Her Husband's Secretary" (Warners), with Warren Hull.